

Driving Public Awareness Safety Process Documentation

This document provides an overview of how various transportation agencies are using AASHTOWare Safety to help increase roadway safety awareness in their communities.

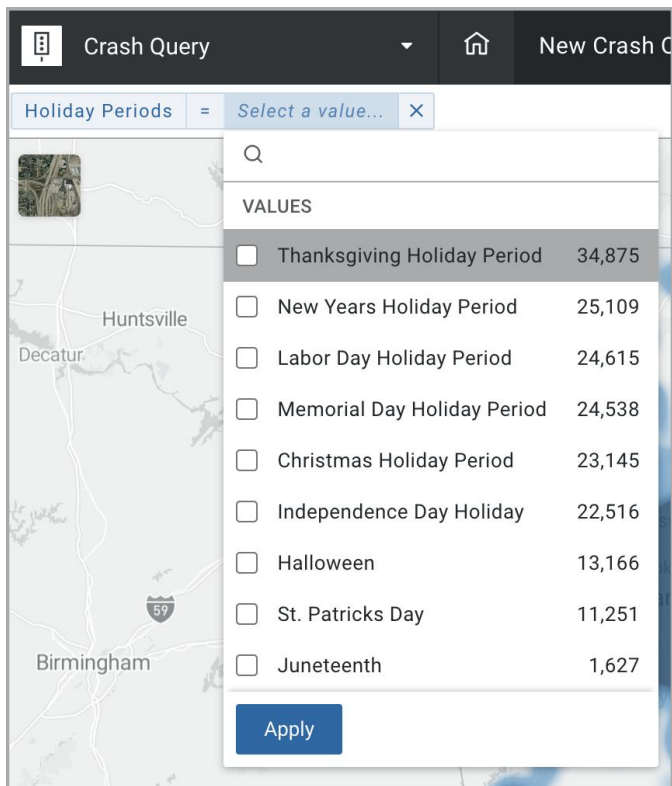
Process Overview

Agencies across the nation understand the value of increasing public awareness of roadway safety. Often these public outreach initiatives are focused around events or holiday periods, such as the Idaho Transportation Department's "100 Deadliest Days", representing the 100 days between Memorial and Labor day, which represents the highest crash period across the state. This data is utilized to drive public engagement and awareness across the state.



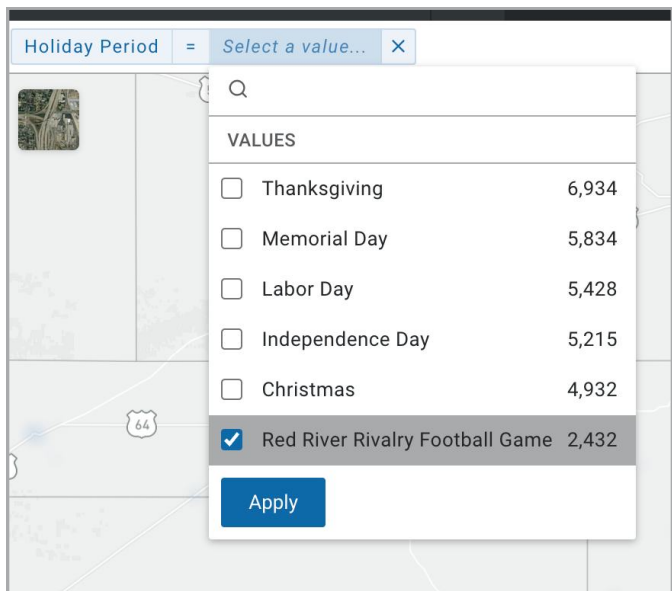
[Idaho Transportation Department - ITD.Idaho.GOV](http://ITD.Idaho.GOV)

Often, these public outreach initiatives involve tracking and reporting on crash counts, or rates for a given period. Using AASHTOWare Safety, agencies can create custom time-period reporting filters to make reporting on, and tracking crash statistics easier.



Georgia Department of Transportation utilizes the National Safety Council's Holiday Periods to easily track trends in holiday-related crashes. This filter allows for reporting crash trends during holiday periods, which can be utilized to drive public awareness regarding roadway safety.

(Georgia Department of Transportation's Holiday Period filter, with the addition of Halloween, St. Patricks Day, and Juneteenth)



Not only can these filters be created to track traditional holidays, agency-specific filters can be created to track unique events or periods. For example, the Oklahoma Department of Transportation has created a "Red River Rivalry" filter, to help track crashes that occur during the Oklahoma v. Texas football game, known as the Red River Rivalry.

(The "Red River Rivalry" filter for the Oklahoma Department of Transportation, tracking crashes that occur on the days around the Red River Rivalry football game each year)

More information on this topic can be found below:

- https://www.nsc.org/events/safety-observance-calendar?srsId=AfmBOor__LAFa_1PLjXnHr-FdkENS_FISDKutjFcTcJR49uz3Z4rQ_TP
- <https://support.numetric.com/en/articles/6716452-gdot-holiday-period-filter>
- <https://support.numetric.com/en/articles/5464286-msp-holiday-period-filter>



Program Focus Areas

Behavioral Enforcement
Safe Systems Approach
Public Partnerships



Related Safety Processes

User Settings
Safe Routes to Schools
Local Road Safety Action Plan



AASHTOWare Safety Applications

Crash Query

Available with AASHTOWare Safety Segment Analytics



More Information

For more information regarding this process, please email success@numetric.com



Required Data

In order to implement this process in your organization, the following data is required:

- Crash Data
- Supplemental holiday period timelines



Implementation Effort

Implementing this safety process requires **minimal** effort to develop and implement.

Assuming an agency has an existing, configured AASHTOWare Safety instance and all required data, implementation should require between **2-3 weeks**.